

MAY 25 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5						11
13	14	15	16	17	18	
19	20	21	22	23	24	25
26	27	28	29	30	31	

# FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, MAY 22, 1942  
(See Calendar of May 18th for week-end dates previously announced.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>GIVEN BY</u>
Friday May 22	"AMERICAN DESIGN AWARD" LUNCHEON	LORD & TAYLOR	WALDORF ASTORIA HOTEL
12:15 P.M. Luncheon	5th Annual "American Design Award" Luncheon. Lord & Taylor will as usual bestow four awards of \$1,000 each to those designers who made outstanding contributions in the past year to the industries with which they are identified. The following speakers will make keynote addresses: Glenn L. Martin, pioneer aircraft designer and manufacturer; Francis Henry Taylor, Dir., Metropolitan Museum of Art; and Walter Hoving, Pres., Lord & Taylor.	Lunch, \$2.50. Open to public. Tickets from Lord & Taylor. Press by invitation. Publicity: Charles Nicolai, WI. 7-3300.	
Beginning Friday May 22	SHOWING OF FIRST- AID TRAINING FILMS	N.Y. MUSEUM OF SCIENCE & INDUSTRY	R.C.A. BUILDING 30 ROCKEFELLER PLAZA
	Timely series of color films designed to teach Civilian Defense workers the rudiments of emergency first-aid, planned and directed by outstanding surgeon and sponsored by Red Cross. Shown twice daily at 1 P.M. and 7:30 P.M. over period of 4 weeks. Special arrangements can be made for teachers and members of first-aid classes to attend. Admission: in groups from schools, adults, 23¢; children, 11¢; single individuals, 28¢. (tax included). Publicity: Michael Davidson, CI. 6-2075.		
Friday Evening May 22 7:30 P.M.	"RETURN OF THE BICYCLE" SALE	FRANKLIN SIMON	GREENWICH STORE CONNECTICUT
	Wide awake to the new importance of the bicycle in the life of all suburbanites, Franklin Simon will conduct a public sale of re-conditioned bicycles gathered by Ted Peckham, organizer of 1st N.Y. New Haven & Hartford Bicycle Train. The store will also formally open a bicycle parking lot as one of the new and important services to be rendered henceforth at Greenwich. Publicity: Mildred Kaldor, WI. 7-9600.		
Just Opened	NEW COTTON SHOP	JAY THORPE INC.	24 WEST 57TH STREET
	Jay Thorpe has just opened its new Cotton Shop. Décor consists of same fabrics that make up the Cotton Fashions now on sale. Prices range from \$5.95 to \$22.95 retail. Types include "round-the-clock" cottons for town and country. Publicity: Constance Hope, PL. 3-3390.		
Now Showing	EXHIBIT OF PAINTINGS	COHN-HALL-MARX	93 FRANKLIN STREET
	50 original water colors painted by the artists of the art department of Cohn-Hall-Marx are now on view at the Company's downtown headquarters, offered for sale at moderate prices in order to raise funds for war relief, including U.S.O. All interested are invited to inspect these canvases.		
Sat. 5/23 Saturday May 23	YALE-HARVARD BOAT RACE		HOUSATONIC, DERBY, CONN.
	EXHIBIT OF HERBS FOR MEDIAEVAL HOUSEHOLDS	METROPOLITAN MUSEUM OF ART	THE CLOISTERS FORT TRYON PARK
	An assemblage of rare and common herbs, all familiar to homes of the Middle Ages and many of them still in use today. Included are herbs for medicine; cooking; sweet savor, coloring and poison, with lively and enlightening descriptive tablets and labels. Publ.: Miss Merriam, RH. 4-7690.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 25	FALL FASHION FORECAST	FASHION GROUP, INC.	ASTOR HOTEL, BALLROOM B'WAY AT 45TH ST.
12:30 P.M. Luncheon	The Ready-to-Wear, Fabrics, Accessories, Millinery, and Cosmetic Divisions of the Fashion Group will combine, at the May luncheon, in a forecast of Fall Fashions. Speaking for the various fashion divisions are: Ready-to-Wear, Helen Sisson, Montgomery Ward; Fabrics, Elsie M. Murphy, S. Stroock & Co.; Millinery, Maud G. Moody, Women's Wear; Accessories, Rachel Smith, Berkshire Knitting Mills; Cosmetics, Dorothy Tomlinson, J. Walter Thompson Co. Important to members and their trade associates, therefore members may bring as many guests as they wish. Luncheon, \$1.75 (incl. tip.) Reservations from CI. 7-1734.		
Monday May 25	FALL HAND-BAG COLLECTION	STYLE-ART HAND- BAGS, INC.	162 MADISON AVENUE
Monday May 26	1ST SHOWING: FALL HANDBAGS	DE CALSTRA	10 EAST 49TH STREET
Beginning Monday May 25	ANNUAL CONVENTION	NATIONAL ASSOCIATION OF PURCHASING AGENTS	HOTEL WALDORF ASTORIA PARK AVE. AT 50TH ST.
	3-day Convention featuring the "Inform-a-Show", an exhibit of industrial products. Donald Nelson, WPB Head will address Monday morning session on "Production Wins Battles". Price Administrator Leon Henderson will outline policies and purposes of OPA at Wed. A.M. session. Dr. Galbraith and David Ginsburg, both of OPA, will also speak at Wed. sessions. Open to members of Association and registered persons. Registration fee, \$10. For schedule consult George Renard, 11 Park Place, CO. 7-3677.		
Monday May 25	SUMMER-TIME FASHION REVUE	BONWIT TELLER	RAINBOW ROOM & GRILL ROCKEFELLER CENTER
4:00 P.M.	Bonwit Teller will present a gala Summer-Time Revue for the wives and daughters of the members of the National Association of Purchasing Agents attending their Annual Convention at the Waldorf Astoria this week. (See above.) Fashion show by invitation. Publ.: Viola Shefer, PL. 3-2117.		
Tuesday May 26	DECORATORS' CLUB ANNUAL INSTITUTE	DECORATORS' CLUB	745 FIFTH AVENUE
9:30 A.M. 1:00 P.M.	- Annual three-day Institute held daily from Tues., May 26th through Thurs., May 28th from 9:30 A.M. to 1 P.M., as intensive short course in DESIGNING, with emphasis on furniture, for professionally trained designers and decorators. All speakers will be outstanding authorities in their fields, among them, Robsjohn-Gibbings, Eugene Schoen, Reynaldo Luza and others. Tickets, \$4.50 for series; \$1.50 per morning. Press by invitation. For complete schedule, contact: Denise Abbey, Exec. Sec., WI. 2-6055.		
Tuesday May 26	PRESS LUNCHEON: "VICTORY VICTUALS IN 12:45 P.M. PRIORITY PACKAGES"	BESSIE BEATTY, WOR & MODERN PACKAGING MAGAZINE	MISS BEATTY'S HOME 142 EAST 19TH STREET
	Introducing "Victory Victuals in Priority Packages", at a luncheon built around foods re-packaged since the outbreak of the war, and foods which will play an important role in meal-planning for the duration. Packages and products will be exhibited before and after luncheon. Strictly by invitation of Bessie Beatty, ST. 9-4519.		
Tuesday May 26	PRESS LUNCHEON PREVIEW: ANNUAL EXHIBIT	N.Y. SCHOOL OF APPLIED DESIGN FOR WOMEN	160 LEXINGTON AVENUE (CORNER 30TH STREET)
1:00 P.M. Luncheon	The New York School of Applied Design For Women will inaugurate its 50th Annual Exhibition with a buffet luncheon and private preview for the Press		

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
on Tues., May 26th at 1 P.M. Work of students in all departments will be on exhibition. Open to public on following day, Wed., May 27th through June 5th. Press luncheon preview by invitation. Contact: Mrs. M. R. Robinson, CA. 5-2973.			
Tuesday May 26	PRESS PREVIEW: FALL FUR FASHIONS; "A. A." SIZES	ZIMMERMAN-SCHER, INC.	150 WEST 30TH STREET
4:00 P.M.	Jack Zimmerman, one of New York's outstanding fur fashion creators, will stage his first Press preview by way of launching his new "A. A." (Average American) Collection, an important departure in fur-sizing pioneered by Mr. Zimmerman long in advance of the recently released government figures defining the average American girl. Mr. Zimmerman will also present a streamlined revue of important developments in Fall Fur Fashion Trends. Strictly by invitation. Contact: Jack Zimmerman, PE. 6-9316.		
Tuesday Evening May 26 8:00 P.M. On.....	"THE ROUND-UP", A WILD WEST FIESTA	MADISON SQUARE BOYS' CLUB	PARK LANE HOTEL TAPESTRY ROOM AND GARDEN
	The Gardens of the Park Lane will be transformed into a moonlight prairie with camp fires, tents, chuck-wagons, and rangers, in a gala "Wild West Round-Up" staged for the benefit of the Madison Square Boys' Club. Supper at 8 P.M.; show goes on at 10 P.M. Admission, \$5 (incl. tax). Buffet Supper, \$2 extra. Publicity: Sally Broomell, VO. 5-5400.		
Tuesday Evening May 26 8:15 P.M.	LAST PROGRAM IN MUSEUM TELEVISION SERIES	METROPOLITAN MUSEUM OF ART AND C.B.S.	OVER TELEVISION STATION WCBW (15 VANDERBILT AVE.)
	The Metropolitan Museum of Art will present the final program in its stimulating educational series presented weekly over CBS Television Station WCBW based on and illustrated with the Museum's own "Arts in the Americas" collections. The program will be presented for the Museum by its Director, Mr. Francis Henry Taylor, who will discuss with Mr. Gilbert Seldes and other members of the CBS Television Staff, "The Museum and the Future".		
	Television Publicity: Wil Marcus, WI. 2-2000.		
Wednesday May 27 1:00 P.M. Luncheon	2ND BELMONT LUNCHEON FASHION REVUE	RUSSEKS FIFTH AVENUE	BELMONT PARK ELMONT, LONG ISLAND
	Russeks Fifth Avenue will preview the "Summer Scene, 1942" at the gala Wed. Fashion Luncheon on the Terrace of the Belmont Clubhouse. Open to public. Luncheon, \$1.25. Proceeds to Navy Relief Society. Press by invitation. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Russeks Publ.: Beatrice Castle, WI. 7-1900. Belmont Fashion Publ.: Joan Becker, Fieldstone 3-8600.		
Thursday May 28 12:30 P.M. Luncheon	PRESS LUNCHEON PREVIEW: NEW PAHLMANN ROOMS	LORD & TAYLOR	EXECUTIVE DINING ROOM 11TH FLOOR
	Press luncheon to lift the curtain on the new Pahlmann Rooms at Lord & Taylor. Strictly by invitation. Publicity: Mr. Charles Nicolai, WI. 7-3300.		
Thursday Evening May 28 7:00 P.M.	FASHION SHOW: BEACH CLOTHES; PLAY CLOTHES; AND COTTONS	MARTIN'S	501 FULTON STREET, B'KLYN BEACH SHOP, 3RD FLOOR
	Martin's will anticipate the Decoration Day weekend with a gala fashion show of Beach Clothes, Play Clothes, and Summer Cottons, presented in their 3rd floor Beach Shop. Open to Press and public. Publicity: Helen Reed, TR. 5-3100.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 31-	METROPOLITAN JUVENILE STYLE MARKET	35 MANUFACTURERS OF JUVENILE APPAREL	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
June 7	Following last year's successful Metropolitan Juvenile Style Mart, 35 manufacturers of Infants', Children's and Junior Wear will show their new Fall lines as a group in the New Yorker Hotel. For further information, contact: Mr. Moe Goldblatt, Derby Sportswear, Chairman, Publicity and Membership Committee, WI. 7-4520.		
Monday June 1 9:30 A.M. Breakfast	PRESS BREAKFAST PREVIEW: ARNHEIMER INC. NEW FUR COLLECTION		345 SEVENTH AVENUE
	Arnheimer will present to the Press a preview of their Fur Collection for 1942-43. Presentation will be followed by Press breakfast. Strictly by invitation. Publicity: Anna T. Moore, LA. 4-6450 or ST. 9-6000.		
Monday June 1 Through June 18	INVENTORS' SHOW	AMERICAN HOBBY FEDERATION	SACH'S AUDITORIUM 35TH ST. AT 8TH AVE.
	The American Hobby Federation (330 W. 42nd St.) is organizing an Exposition to help Inventors bring their ideas to the attention of the public and to manufacturers. No charge for space in show or for admission. (The work of the organization is purely educational.) For further information, contact: Mr. Erwin M. Frey, Pres. of Fed., LE. 2-3488.		
Tuesday June 2	1ST SHOWING: NEW FALL FUR COLLECTION	SCHWARTZ & BLUESTEIN	345 SEVENTH AVENUE
	Showings at 10 A.M. and 2 P.M. daily from June 2nd on. Press by invitation. Contact: Mr. Arthur Schwartz, LA. 4-2751.		
Tuesday June 2 3:00 P.M.	PRESS PREVIEW: FALL QUALITY FUR COLLECTION	J. DE LEO	130 WEST 30TH STREET
	Mr. De Leo, eminent fur designer, will present to the members of the Fashion Press a new Fall Fur Collection geared to the times both in ideas and costs. By invitation. First Trade showing, Wed., June 3rd at 10 A.M. Publicity: Zanville Diamond, PL. 3-5252.		
Tuesday June 2 4:00- 6:00 P.M.	FASHION SHOW AND TEA	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET
	For the wind-up of their course in "Fashion Show Technique", the students of the Tobé-Coburn School For Fashion Careers will present a Tea-Time Fashion Revue for parents and friends. All costumes by courtesy of Franklin Simon. Entire presentation planned and staged by the students themselves. By invitation. Contact: Katherine Reardon, PL. 3-0773.		
Wednesday June 3 11:00 A.M.	PRESS PREVIEW: FALL HAT COLLECTION	BRAAGAARD	17 WEST 57TH STREET
	Braagaard will present his new Fall Hat Collection to members of the Fashion Press. Strictly by invitation. Publicity: Ruth Hawthorne Fay, LO. 3-5770.		
Wednesday June 3 3:00 P.M.	BENEFIT SUMMER FASHION SHOW	LORD & TAYLOR MANHASSET	GRACE ESTATE MANHASSET, LONG ISLAND
	Lord & Taylor will put on a huge summer fashion show for the benefit of (Weather the Red Cross, on one of Manhasset's most beautiful estates which will be permitting) opened to the public for the first time in its history. Admission \$1.10. Press (by invitation) will be whisked from New York to Manhasset and back in a fleet of cars leaving Lord & Taylor's 38th Street entrance promptly at 2 P.M., weather permitting. If not, party will be postponed to next clear day. Publicity: Eleanor Howard, WI. 7-3300.		

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Wednesday June 3 4:00 P.M.	PRESS PREVIEW: FALL AND WINTER COLLECTION	McMULLEN COMPANY	475 FIFTH AVENUE
	Press preview of McMullen's Fall and Winter Collection, stressing sports clothes and back-to-school fashions. Strictly by invitation, to magazine editors. Collection opens to Trade on following day, Thurs., June 4th, from 10 A.M. on. McMullen will not be able to grant requests for invitations to Press preview. Publicity: Miss Abigail Johnson, MU. 3-9560.		
Wednesday Evening June 3 7:00 P.M.	DINNER AND HOSIERY SEMINAR	AMERICAN ASSOC. OF TEXTILE TECHNOLOGISTS	2 PARK AVENUE 26TH FLOOR
	A huge dinner meeting for discussion of immediate future of stockings made of synthetic yarns, held under auspices of American Association of Textile Technologists and open to all interested. Admission, \$1.40 per person. Tickets at door. For further information, Miss Bronner, CO.5-7300, ext. 143.		
Thursday June 4 Through June 13 9 A.M. - 9:30 P.M. 9-5 Sats.	19TH ANNUAL EXHIBIT OF STUDENT WORK	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
	The Traphagen School of Fashion will present its Annual Exhibit of the work of Day and Evening students. Fashion Drawing, Illustration and Design, Clothing Construction, Patternmaking, Grading and Draping (including costumes conforming to WPB rulings). Also Textile and Interior Decoration, Window and Fashion Display, Fashion Writing and Reporting. Press and public invited. For further information: Dorothy Tyroler, CO. 5-2077.		
Thursday June 4 12:45 P.M. Luncheon	5TH ANNUAL GRAD- UATION LUNCHEON	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	PIERRE ROOF 5TH AVE. AT 61ST ST.
	The Tobé-Coburn School For Fashion Careers will stage its 5th Annual Graduation Luncheon on the Pierre Roof. Assemblage at 12:45 P.M. Luncheon, promptly at 1:00. Graduates will be addressed by Mr. Fred Lazarus, Jr., V.P. The F. & R. Lazarus & Co., and Chairm. of Retailers Advisory Committee, Washington, D.C. By invitation. Contact: Katharine Reardon, PL. 3-0773.		
Monday June 8 4:00 P.M. (Tentative)	PRESS PREVIEW: NEW FALL COLLECTION	HARRY COLLINS	647 FIFTH AVENUE
	To suit the tenor of the times, Harry Collins, custom dressmaker, long known for quality fashions, will present a new Fall Collection that will not only include Custom-Order Originals but also models for the Trade, beginning at \$39.75 wholesale, a radical price departure for this House. Mr. Collins will also introduce a new and revolutionary, completely rubberless girdle which will soon be available to stores. Collection opens to Trade on Tues., June 9th. Monday Press preview by invitation. Contact: Mr. Alexander Gasser (recently associated with Mr. Collins for the development of these new departments) PL. 3-0925.		
Tuesday June 9 4:00 P.M.	COCKTAIL PARTY FASHION SHOW	BUNDLES FOR AMERICA	ASTOR HOTEL GRAND BALLROOM
	Bundles For America will dramatize the work of its Salvage Sewing Centers in a cocktail fashion revue. All costumes will be made of salvaged clothes (old clothes, shirts, etc. donated to Salvage Centers throughout the country. New York has one in garment center at 500 7th Ave.). Celebrities will model. Five best costumes will be taken to Washington to be exhibited. Admission, Ballroom floor, \$1.50; Balcony, 60¢ (including cocktails and canapes). Press by invitation. Publicity: Billie Gould, LE. 2-6962.		

DATEWHAT'S GOING ONGIVEN BYWHERE

Monday June 15 Through June 18	FIRST SHOWING, FALL HAT FASHION TRENDS Three leading milliners, Lilly Daché, John-Frederics, and Sally Victor, have joined forces to form Millinery Fashion Inspiration Inc., for the purpose of launching hat fashion trends to stimulate and stabilize millinery fashions throughout the country. Three-day trade showing of this collection begins June 15th, at Waldorf Astoria Hotel. Millinery manufacturers and one designer may see collection privately for \$100, including right to copy one hat on exclusive basis until August 15th. Additional models, \$50 each. Adaptations may not be delivered until after July 14th, (date of big Fall Millinery Show held annually by Millinery Stabilization Commission). Hats will be labeled. The three Creators will follow through on trends in their own collections for their private clientèle, to further establish and publicize the new silhouettes throughout the country. For further information, Seymour Mittelmark Inc., 33 W. 42nd St., PE. 6-7494.	MILLINERY FASHION INSPIRATION INC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday June 17	STADIUM CONCERT SERIES OPENS	LEWISOHN STADIUM	138TH ST. AT AMSTERDAM
Wednesday June 17	FREE BAND CONCERTS BEGIN	GOLDMAN BAND	CENTRAL PARK, NEW YORK; PROSPECT PARK, B'KLYN
Thursday June 18 4:00- 6:00 P.M.	PRESS PREVIEW: "BACK- TO-SCHOOL" PAJAMAS Miss Swank's annual Press preview of "Back-to-School" pajama fashions, proving that WPB frowns on frills and furblows have not affected the chic and charm of this Fall Collection. By invitation. Publ: Joyce Hirshon, BR. 9-9350.	MISS SWANK	WALDORF ASTORIA HOTEL PALM BAR
Beginning Monday June 29	1ST SESSION OF NEW COURSE The insistent demand of stores for good promotional material for replacements in their executive staffs has led the Tobé-Coburn School For Fashion Careers to inaugurate a new schedule, beginning June 29th, ending March 19th, and including a Summer and Winter term in the School, plus work in the New York stores during the Fall and Christmas season. For further information, contact: Registrar, Helen Fauver, PL. 3-0773.	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 29	RETAIL FASHION MERCHANDISING COURSE	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET
	A streamlined course in retail fashion merchandising to train young women to replace junior retail executives drafted into military services or war industries. Course begins on June 29th, ends on March 19th and includes employment period in retail stores. For cost and further information, contact: Maxwell F. Marcuse, Director, CH. 4-5288.		
Beginning Monday July 6	NEW FALL HAND-BAG COLLECTIONS OPEN	JULY 7	
	NAT LEWIS PURSES, 135 MADISON	HARRY ROSENFELD, INC. PICHEL, INC.	135 MADISON AVE. 14 E. 33RD ST.
Monday July 13	OFFICIAL OPENING: FALL CORSET AND BRASSIÈRE MARKET WEEK		
	The Corset & Brassière Association of America and the Associated Corset & Brassière Manufacturers are considering a clinic during market week, to permit manufacturers and retailers to get together to solve the many serious problems confronting the industry during this emergency transition-period. Details later, as plans are established.		
Tuesday July 14	FALL MILLINERY FASHION SHOW	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR B'WAY AT 45TH ST.
	The big annual Fall Millinery Fashion Show staged by the Trade Promotion Committee of the Millinery Stabilization Commission. Held earlier this year in effort to overcome anticipated transportation difficulties this fall. Net proceeds of show to go to Army and Navy Relief. Admission and list of exhibitors in later issue of FASHION CALENDAR. Publicity: Margery Hartmann, MSC, CH. 4-6547.		

PLEASE NOTE:

Stores and magazines wishing to cover the more important Out-of-Town Markets, have asked us to list Out-of-Town Fall Opening dates.

May 30-6/5...Morrison Style Exhibitors, Hotel Morrison, Chicago, Illinois  
 June 1 ...Fall Openings, St. Louis Fashion Creators, St. Louis, Mo.  
 June 1 ...Advance Fall Openings, Style Creators of Chicago, Morrison  
 June 1 ...23rd Annual Shoe Fair, N.E. Shoe & Leather Assoc., Boston  
 June 1 ...Advance Fall Openings, Women's, Children's, Infants' Wear & Accessories Mfrs., Merchandise Mart, Chicago, Illinois  
 July 5 ...Chicago Fall Wash-Apparel Week, Palmer House, Chicago, Ill.  
 July 12-15 ...Los Angeles Fall Fashion Openings, Biltmore Hotel  
 July 18 ...Ft. Worth Fall Markets, Hotel Texas, Ft. Worth  
 July 19 ...Annual Fall Showing, American Fashion Assoc., Dallas, Texas  
 July 19 ...San Francisco Fall Apparel Market, San Francisco, Calif.  
 July 19-22 ...Los Angeles & San Francisco Fall Millinery Markets  
 July 20 ...Twin Cities Apparel Market, Minneapolis & St. Paul  
 July 27 ...Regular Fall Market, Style Creators of Chicago, Chicago, Ill.  
 July 27 ...St. Louis Fall Market, American Retailers Assoc., St. Louis  
 Aug. 2 ...Fall Millinery Market Week, L.A. & San Francisco M'l'n'y Guilds  
 Aug. 2-5 ...Boston Merchandise Mart, Hotel Touraine, Boston, Mass.

DATES AHEAD

May 30 MEMORIAL DAY (Saturday)  
 June 14 FLAG DAY (Sunday)  
 June 21 FATHER'S DAY (Sunday)  
 June 21 1ST DAY OF SUMMER (Sunday)  
 July 4 INDEPENDENCE DAY (Saturday)  
 Sept. 7 LABOR DAY (Monday)  
 Sept. 12 1ST DAY OF JEWISH NEW YEAR (Sat.)

RED LETTER WEEKS

May 23-30 NATIONAL TENNIS WEEK  
 June 8-13 NATIONAL LUGGAGE WEEK  
 June 22-27 NATIONAL SWIM-FOR-HEALTH WEEK  
 Sept. 14-19 N.R.D.G.A. DEMONSTRATION  
 Sept. 20-26 NATIONAL DOG WEEK  
 Oct. 2-12 NATIONAL BRANDS WEEK  
 Oct. 4-10 NATIONAL BUSINESS WOMEN'S WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Saturday....PREMIERE: "KIPS" (Cinema) LITTLE CARNEGIE PLAYHOUSE, 146 W. 57TH ST.  
 May 23 English film directed by Carol Reed, and starring Diana Wynyard and Michael Redgrave, based on novel by H.G. Wells about a humble fellow who suddenly found the world at his feet. Contact: CI. 6-1365.

Saturday....REGULAR ENGAGEMENT OF "SHIPS WITH WINGS" (Cinema) RIVOLI THEATRE, B'WAY AT 49  
 May 23 Following the private premiere of "Ships With Wings" at the Normandie Theatre, this important film, released by United Artists, will open at the Rivoli with John Clements, Leslie Banks, Jane Baxter, Ann Todd and Basil Sydney. Many scenes were filmed aboard the air-craft carrier, "Ark Royal". Publicity: Tess Michaels, BR. 9-7300.

Monday.....PREMIERE: "ALL THE COMFORTS OF HOME" LONGACRE THEATRE, 220 W. 48TH ST.  
 May 25 William Gillette comedy of the Gay 90's revised by Helen Jerome (originally produced in N.Y. with Maude Adams), featuring Dorothy Sands, Nicholas Joy and Celeste Holm. Produced by Edith C. Ringling. Costumes by Paul du Pont. Publicity: Mollie B. Steinberg, BR. 9-1962.

Wednesday...PREMIERE: "TAKE A LETTER DARLING" (Cinema) PARAMOUNT THEATRE, B'WAY AT 44TH  
 May 27 Paramount comedy co-starring Rosalind Russell and Fred MacMurray. Miss Russell's clothes by Irene. Publ.: Aileen St. John Bremon, CH. 4-7040.

Thursday....WORLD PREMIERE: "YANKEE DOODLE DANDY" (Cinema) HOLLYWOOD THEATRE, 1655 B'WAY  
 May 28 One of Warner Brothers biggest productions, based on life of George M. Cohan. Starring James Cagney, supported by Walter Huston, Richard Whorf and Joan Leslie. Costumes by Milo Anderson. Warner's is contributing World Premiere to War Bond Sales Drive. Best seats will be sold for War Bond pledges of \$25,000 apiece. Other seats scaled to gross \$5,000,000 for the Government. Many notables will attend. Publ.: Eve Siegel, CI. 6-1000.

Thursday....PREMIERE: "BROADWAY" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST ST.  
 May 28 or Universal's re-make of the hit play and movie, "Broadway", starring George Raft, Pat O'Brien and Janet Blair. Costumes by Vera West. Publicity: (Tentative) Maurice Bergman, CI. 7-7100.

Friday.....NEW EDITION OF "KEEP 'EM LAUGHING" 44TH ST. THEATRE, W. 44TH ST.  
 May 29 The new edition of "Keep 'Em Laughing" will headline Paul and Grace Hartman, dance-satirists, co-starred with Gracie Fields. Publicity: C. P. Greneker, CI. 6-9500.

Wednesday...PREMIERE: "ALL'S FAIR" SHUBERT THEATRE, 225 W. 44TH ST.  
 June 3 New Rodgers and Hart musical produced by Dwight Deere Wiman, Richard Rodgers and Richard Kollmar, with Ray Bolger and Constance Moore in leading roles. Costumes by Irene Sharaff. Publ.: Tom Weatherly, BR. 9-4064.

Friday....PREMIERE: "JUKE GIRL" (Cinema) STRAND THEATRE, B'WAY AT 47TH ST.  
 June 5 Warner Brothers picture starring Anne Sheridan with Ronald Reagan and Richard Whorf. Clothes by Milo Anderson. Publ.: Eve Siegel, CI. 6-1000.

Week of....PREMIERE: "FREE AND EQUAL" ????  
 June 15 John Golden's new comedy production of George O'Neil play starring James Barton. Supervised by Philip Dunning. Publ.: Bernard Simon, BR. 9-6996.

Week of....ED WYNN'S VAUDEVILLE SHOW ALVIN THEATRE, 250 W. 52ND ST.  
 June 15 In it will be Smith & Dale; Senor Wences, Jane Froman and Red Donohue, among others.

Thursday....TENTATIVE OPENING DATE: NEW ICE SHOW CENTER THEATRE, 6TH AVE. AT 50TH ST.  
 June 25 Presented by Sonja Henie and Arthur M. Wirtz.

????....PREMIERE: "MRS. MINIVER" (Cinema) RADIO CITY MUSIC HALL, 6TH AT 50TH ST.  
 MGM dramatization of Jan Struther's novel of English life, co-starring Greer Garson and Walter Pidgeon, with Teresa Wright, Dame May Whitty, Reginald Owen, Henry Travers and Richard Ney in supporting cast. Directed by William Wyler. Publicity: Art Schmidt, BR. 9-7800.